



Retail Goods and Services Expenditures

Prepared by DCA

Counties: Franklin, AL

Top Tapestry Segments:		Demographic Summary		2007	2012
Southern Satellites	57.0%	Population		31,527	31,751
Rural Bypasses	8.1%	Households		12,496	12,614
Salt of the Earth	7.9%	Families		8,972	8,909
Heartland Communities	7.7%	Median Age		38.3	39.9
Home Town	6.0%	Median Household Income		\$31,518	\$35,216

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	51	\$1,402.41	\$17,524,503
Men's	53	\$263.60	\$3,293,897
Women's	49	\$470.05	\$5,873,769
Children's	60	\$263.99	\$3,298,816
Footwear	46	\$231.93	\$2,898,164
Watches & Jewelry	48	\$95.35	\$1,191,472
Apparel Products and Services ¹	52	\$77.50	\$968,385
Computer			
Computers and Hardware for Home Use	54	\$117.28	\$1,465,547
Software and Accessories for Home Use	48	\$14.50	\$181,192
Entertainment & Recreation	61	\$2,075.54	\$25,935,997
Fees and Admissions	46	\$281.12	\$3,512,922
Membership Fees for Clubs ²	48	\$75.88	\$948,231
Fees for Participant Sports, excl. Trips	48	\$54.72	\$683,739
Admission to Movie/Theatre/Opera/Ballet	43	\$64.60	\$807,255
Admission to Sporting Events, excl. Trips	49	\$27.97	\$349,474
Fees for Recreational Lessons	44	\$57.96	\$724,223
TV/Video/Sound Equipment	60	\$698.91	\$8,733,590
Community Antenna or Cable Television	64	\$429.99	\$5,373,173
Color Televisions	52	\$71.57	\$894,381
VCRs, Video Cameras, and DVD Players	60	\$23.28	\$290,886
Video Cassettes and DVDs	60	\$36.70	\$458,546
Video Game Hardware and Software	59	\$19.44	\$242,973
Satellite Dishes	64	\$0.98	\$12,267
Rental of Video Cassettes and DVDs	57	\$34.00	\$424,844
Sound Equipment ³	50	\$79.74	\$996,390
Rental and Repair of TV/Sound Equipment	56	\$3.21	\$40,130
Pets	71	\$312.41	\$3,903,822
Toys and Games	63	\$114.56	\$1,431,481
Recreational Vehicles and Fees ⁴	75	\$339.39	\$4,240,966
Sports/Recreation/Exercise Equipment ⁵	58	\$134.42	\$1,679,735
Photo Equipment and Supplies ⁶	57	\$78.86	\$985,381
Reading ⁷	55	\$115.89	\$1,448,100
Food	62	\$5,191.27	\$64,870,119
Food at Home	63	\$3,191.97	\$39,886,882
Bakery and Cereal Products	63	\$456.91	\$5,709,609
Meat, Poultry, Fish, and Eggs	65	\$859.04	\$10,734,622
Dairy Products	63	\$349.31	\$4,364,931
Fruit and Vegetables	59	\$514.79	\$6,432,877
Snacks and Other Food at Home ⁸	65	\$1,011.91	\$12,644,843
Food Away from Home	59	\$1,999.30	\$24,983,237
Alcoholic Beverages	53	\$326.61	\$4,081,367
Nonalcoholic Beverages at Home	67	\$291.64	\$3,644,295



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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	36	\$534.83	\$6,683,183
Vehicle Loans	73	\$4,477.62	\$55,952,317
Health			
Nonprescription Drugs	68	\$83.00	\$1,037,124
Prescription Drugs	80	\$465.02	\$5,810,896
Eyeglasses and Contact Lenses	64	\$53.01	\$662,408
Home			
Mortgage Payment and Basics ⁹	52	\$4,559.31	\$56,973,174
Maintenance and Remodeling Services	54	\$1,057.35	\$13,212,641
Maintenance and Remodeling Materials ¹⁰	73	\$273.63	\$3,419,295
Utilities, Fuel, and Public Services	66	\$2,879.25	\$35,979,079
Household Furnishings and Equipment			
Household Textiles ¹¹	55	\$76.36	\$954,171
Furniture	52	\$333.93	\$4,172,837
Floor Coverings	49	\$44.40	\$554,851
Major Appliances ¹²	66	\$192.76	\$2,408,787
Housewares ¹³	56	\$58.72	\$733,773
Small Appliances	64	\$23.42	\$292,618
Luggage	43	\$4.47	\$55,809
Telephones and Accessories	54	\$25.74	\$321,708
Household Operations			
Child Care	45	\$189.68	\$2,370,289
Lawn and Garden ¹⁴	75	\$335.97	\$4,198,315
Moving/Storage/Freight Express	51	\$27.26	\$340,648
Housekeeping Supplies ¹⁵	66	\$506.07	\$6,323,793
Insurance			
Owners and Renters Insurance	69	\$332.88	\$4,159,720
Vehicle Insurance	64	\$932.67	\$11,654,601
Life/Other Insurance	67	\$426.27	\$5,326,663
Health Insurance	71	\$1,404.08	\$17,545,324
Personal Care Products ¹⁶	60	\$285.09	\$3,562,427
School Books and Supplies ¹⁷	55	\$65.80	\$822,198
Smoking Products	77	\$372.49	\$4,654,573
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	71	\$4,065.93	\$50,807,882
Gasoline and Motor Oil	72	\$1,455.57	\$18,188,829
Vehicle Maintenance and Repairs	61	\$650.35	\$8,126,736
Travel			
Airline Fares	45	\$181.97	\$2,273,937
Lodging on Trips	54	\$218.55	\$2,731,014
Auto/Truck/Van Rental on Trips	41	\$17.98	\$224,694
Food and Drink on Trips	55	\$258.06	\$3,224,679

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Expenditure data are derived from the 2002, 2003 and 2004 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2007 and 2012.



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¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

³**Sound Equipment** includes sound components and systems, CDs, tapes, records, needles, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

⁴**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

⁵**Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

⁶**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

⁷**Reading** includes newspapers, newspaper subscriptions, magazines, magazine subscriptions, and books.

⁸**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

⁹**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹⁰**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, insulation materials, and materials to finish a basement, for owned homes.

¹¹**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

¹²**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹³**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁴**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁵**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrapping supplies, postage, and delivery services.

¹⁶**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

¹⁷**School Books and Supplies** includes books and supplies for college, elementary school, high school, and preschool.

¹⁸**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.